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BOOK EXAMINES NEW BUSINESS METHODS

The second edition of "Finance and Business Administration in Canada" by Sir George Williams University's Dr. Calvin Potter was released recently by Prentice Hall Canada.

But the Finance department chairman makes it clear that he worked on a revised edition for good reason: "When I was writing the first edition," Dr. Potter explains, "Corporation finance was in the grip of dull descriptive tradition. Since then the grip has been pried loose... and has induced in some writers a tendency to pooh-pooh traditional decision-rules of practitioners as remnants of financial witchcraft." And, according to Dr. Potter, "the pendulum has swung too far, and countervailing pressure should put the focus back on traditional methods."

Dr. Potter, formerly of McMaster University and the University of British Columbia has contributed several articles to business and finance publications in Canada.

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Joel McCormick
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